

## ROLE PROFILE

<b>Job Title</b>	<b>Sales Supervisor</b>
<b>Business Unit / Group Function</b>	ODC BU
<b>BU Team / Sub-Function</b>	Commercial / Sales
<b>Location</b>	China
<b>Team Leader</b>	Assistant Area Sales Manager
<b>Team Members</b>	N/A
<b>Job Level</b>	5
<b>Role Purpose</b>	
<p>To provide commercial support to the China commercial team, by profitably maximising the distribution, promotional activity and sales of the WG&amp;S portfolio in the respective channel. The role is responsible for the delivery of local strategy and budget performance, within agreed guidelines, to deliver sustainable growth and profitability for the Company.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"> <li>Effectively execute consumer and on trade channel promotion activities to develop brand awareness and recognition.</li> <li>Deliver distribution, activation and sales targets through sound planning, trade execution, negotiation and influencing of customers, in alignment with brand strategies and leveraging on business systems and processes.</li> <li>Identify potential business opportunities to increase the distribution and coverage of on trade channel within the assigned district.</li> <li>Building and maintaining influential relationships across the customer base in order to identify and exploit opportunities to improve sales performance and customer satisfaction.</li> <li>Manages a set call cycle effectively to maximise productivity. This call cycle will cover key customers across their area of responsibility, recorded and maintained via the company's CRM system.</li> <li>Collect and provide feedback on market information, particularly pricing information and competition activities in order to develop relevant action plans.</li> </ul>	
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